Fig. 1

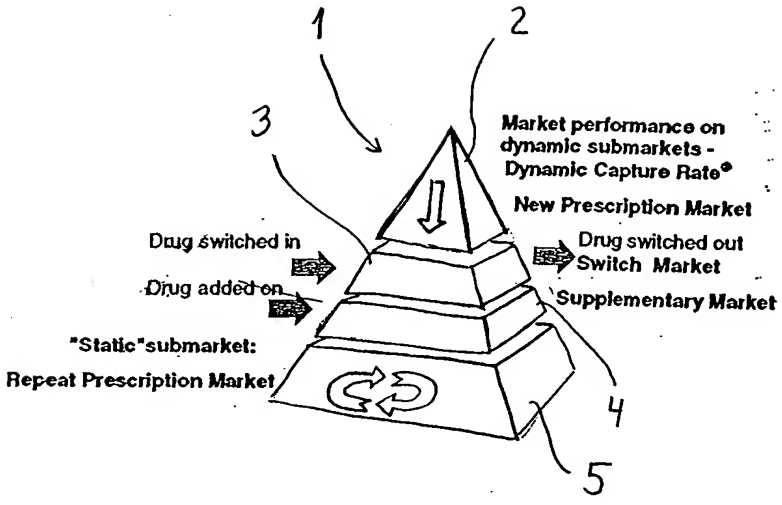
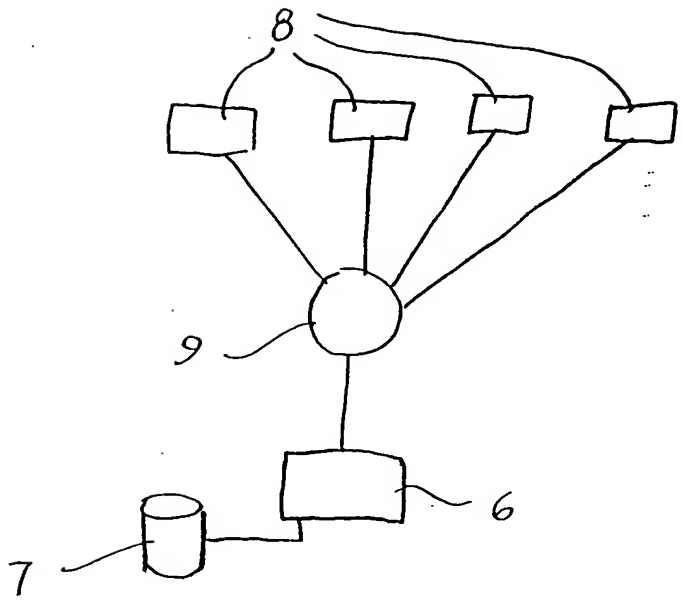

1
2
3
Market performance on dynamic submarkets - Dynamic Capture Rate®
New Prescription Market
Drug switched in
Drug switched out
Switch Market
Drug added on
Supplementary Market
"Static" submarket:
Repeat Prescription Market
4
5

Fig. 2



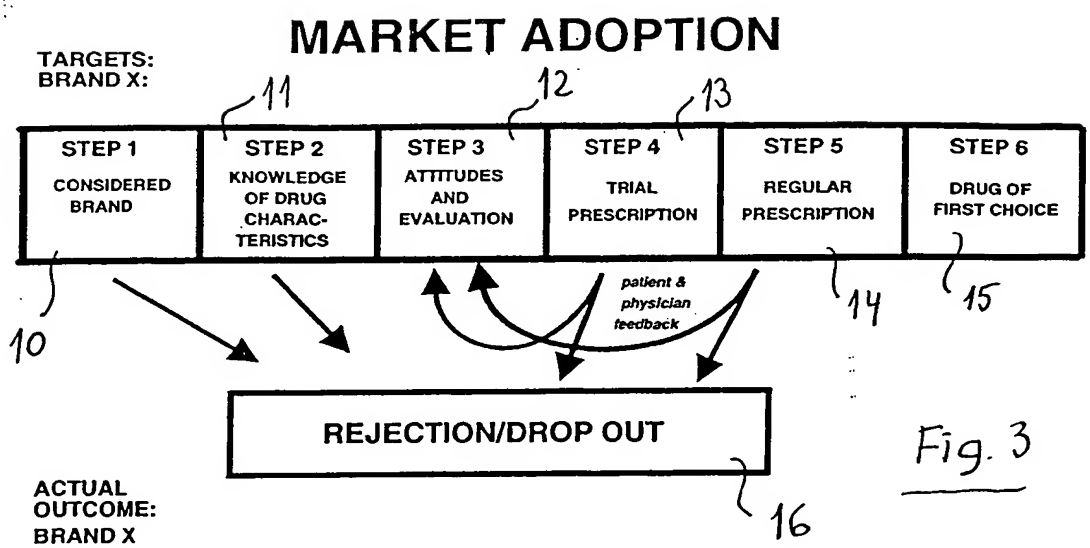

MARKET ADOPTION
TARGETS:
BRAND X:
11
12
13
STEP 1
CONSIDERED BRAND
STEP 2
KNOWLEDGE OF DRUG CHARAC-TERISTICS
STEP 3
ATTITUDES AND EVALUATION
STEP 4
TRIAL PRESCRIPTION
STEP 5
REGULAR PRESCRIPTION
STEP 6
DRUG OF FIRST CHOICE
patient & physician feedback
10
14
15
REJECTION/DROP OUT
16
ACTUAL OUTCOME:
BRAND X

Fig. 3

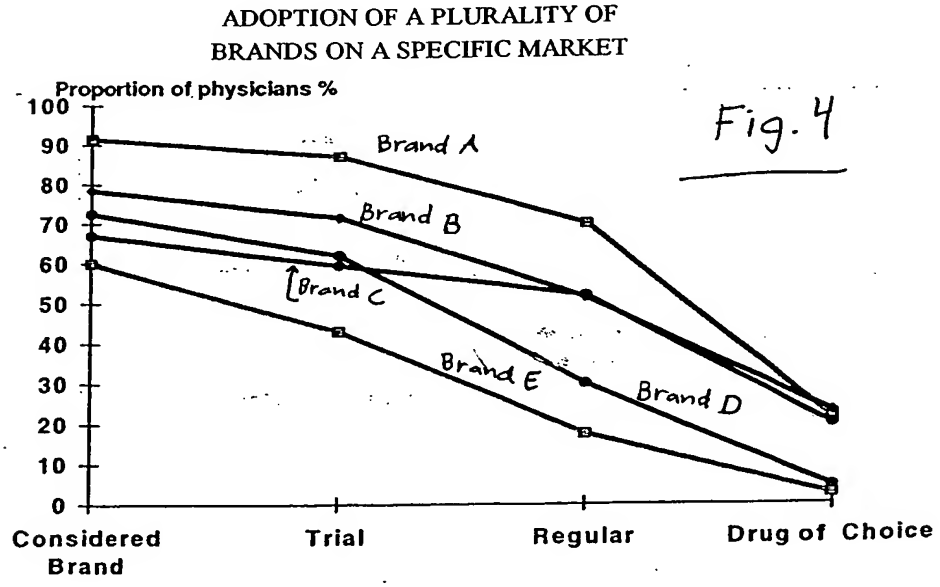
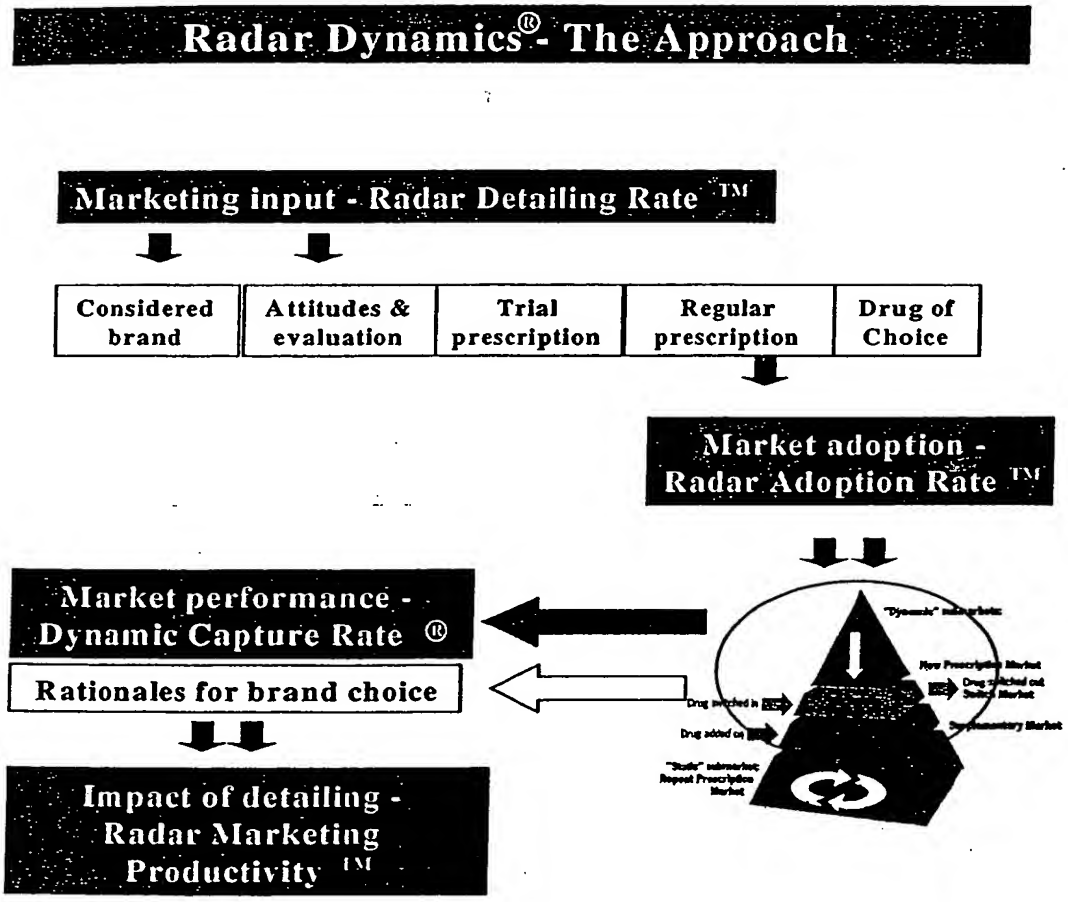

ADOPTION OF A PLURALITY OF BRANDS ON A SPECIFIC MARKET
Proportion of physicians %
100
90
80
70
60
50
40
30
20
10
0
Brand A
Brand B
Brand C
Brand D
Brand E
Considered Brand
Trial
Regular
Drug of Choice

Fig. 4

Fig. 5


Radar Dynamics® - The Approach
Marketing input - Radar Detailing Rate ™
Considered brand
Attitudes & evaluation
Trial prescription
Regular prescription
Drug of Choice
Market adoption - Radar Adoption Rate ™
Market performance - Dynamic Capture Rate ®
Rationales for brand choice
Impact of detailing - Radar Marketing Productivity ™

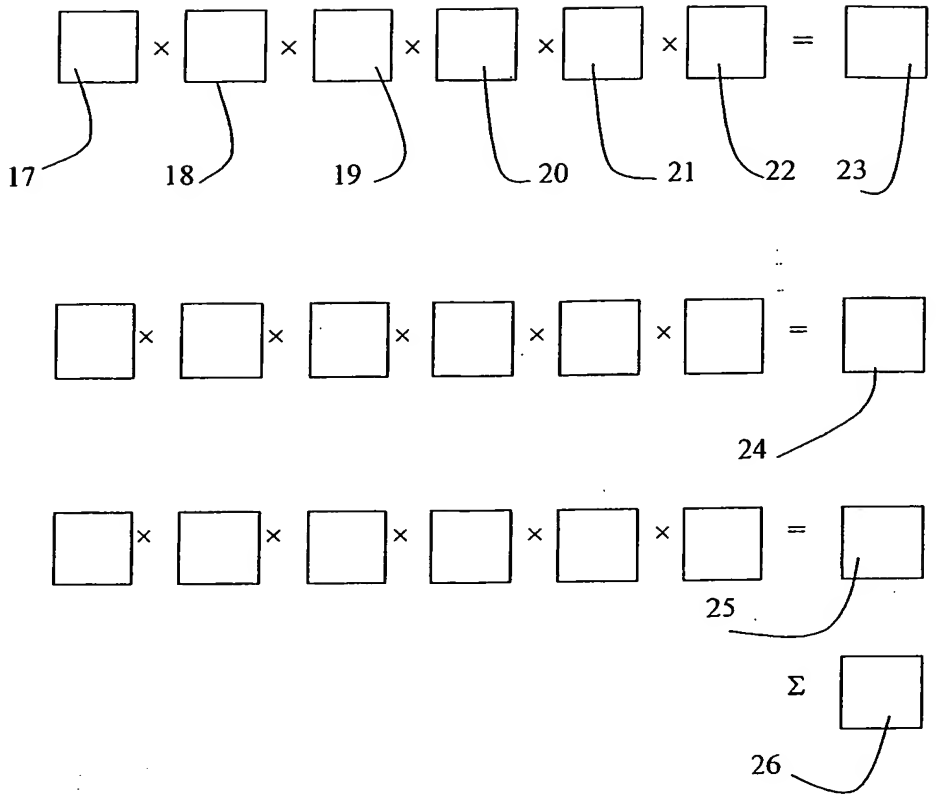



Fig. 6